# Creating great headlines

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### Tips for writing headlines

- The headline of your article is the first thing people see and will determine whether they click on it
- The job of a headline is to grab the interest of your audience and to compel them to read your content
- Tips for writing headlines:

- **#1 Get to the point quickly**

  - people need to know what it's about before they open it

- **#2 Promise value**

  - be clear about how the post will help the readers

- **#3 Include relevant details**

  - add numbers, like "8 tips for doing x" or "How I increased x by 90%"

- **#4 Make it 6-10 words**

  - research shows that headlines that have between 6-10 words get the most clicks and engagement
  - people usually read the first 3 and the last 3 words of a headline - if there are 6 words, it means they read everything

- **#5 Use positive adjectives**

  - great, amazing, surprising, mind-blowing, etc.

- **#6 Make your headline a question and answer it in the post**

- **#7 Make your headline a teaser**

  - create curiosity to make people want to read further
  - don’t do this repeatedly and don’t be too mysterious

- Ask people you know for feedback on your headlines or use Coschedule.com’s headline analyzer